

**Pengaruh Harga, Promosi, Kualitas Pelayanan, dan Kepercayaan  
terhadap Loyalitas Konsumen ET HOFFT SHOPPINGLAND**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana tingkat harga, promosi, kualitas pelayanan, dan kepercayaan terhadap loyalitas konsumen ET HOFFT SHOPPINGLAND. Dengan menggunakan sampel sebanyak 150 responden dan pengumpulan data menggunakan metode kuesioner. Teknik analisis menggunakan regresi linier berganda (SPSS). Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap loyalitas konsumen, promosi berpengaruh positif dan signifikan terhadap loyalitas konsumen, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas konsumen, dan kepercayaan berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata kunci: Harga, Promosi, Kualitas Pelayanan, Kepercayaan, Loyalitas Konsumen

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## **The Influence of Price, Promotion, Service Quality, and Trust on Consumer Loyalty of ET HOFFT SHOPPINGLAND**

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### **ABSTRACT**

The purpose of this research is to examine about how the level of price, promotion, service quality, and trust on consumer loyalty of ET HOFFT SHOPPINGLAND. By using sample as many as 150 respondents and the data collection using questionnaire method. The analysis technique used is multiple linear regression (SPSS). The results of the research show that price has a positive and significant influence on consumer loyalty, promotion has a positive and significant influence on consumer loyalty, service quality has a positive and significant influence on consumer loyalty, and trust has a positive and significant influence on consumer loyalty.

Keywords: Price, Promotion, Service Quality, Trust, Consumer Loyalty

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